

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: GEB 3212

COURSE TITLE: Business Writing

PREREQUISITE(S): None

COREQUISITE(S): None

STUDENT ADVISING NOTES: Suggested Course: ENC1101 or Equivalent and Junior Level Status

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

CONTACT HOUR BREAKDOWN:

Lecture/Discussion: 3

Laboratory:

Other _____:

FACULTY WORKLOAD POINTS: 3.0

STANDARDIZED CLASS SIZE ALLOCATION: 35

CATALOG COURSE DESCRIPTION: This course will focus on techniques to improve writing skills. The course will use a workshop format that relies on writing assignments, discussions and classroom activities. An emphasis on global business writing will be included.

SUGGESTED TEXT(S): Contemporary Business Communication; Ober, Scott, (Cengage Learning) Latest Edition

APA Publication Manual; American Psychological Association, Latest Edition

Strunk, W. Jr. and White, E.B.: The Elements of Style, Current E. Longman

IMPLEMENTATION DATE:

Fall Term, 2008 (20091) Proposal 2008-16

REVIEW OR MODIFICATION DATE:

Fall Term 2008 (20091) Proposal 2008-16

Spring Term, 2009 (20102) (Proposal 2009-12)

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Introduction to Business Writing	3
A. Overview of business writing	
B. Global perspective	
C. Ethical business communication	
D. Cultural differences	
II. Language Arts Basics	6
A. Parts of speech	
B. Punctuation	
C. Spelling	
D. Grammar	
E. Mechanics	
F. Word usage	
G. Bibliography	
III. The Writing Process	9
A. Five step writing process	
B. Research	
C. Editing ,proofreading, revising and critiquing	
D. Citation	
E. Plagiarism	
IV. Use of Technology	6
A. Microsoft Office Suite	
B. E-mail communication	
C. Text messaging	
D. Podcasts	
E. Blogging	
F. Formatting documents	
G. Templates, auto correction, endnotes, footnotes, wizards	
V. Practical Writing Applications	18
A. Memos and E-Memos	(3)
B. Business letters	(2)
C. Proposals	(3)
D. Flow and organizational Charts	(2)
E. E-mail	(1)
F. Meeting agenda and minutes	(2)
G. Business reports with charts	(5)

COURSE TOPICS

CONTACT HOURS
PER TOPIC

VI. E-Portfolio Presentations

3



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1 COURSE PREFIX AND NUMBER: GEB 3212	SEMESTER CREDIT HOURS (CC): 3 CONTACT HOURS (NCC):
COURSE TITLE: <u>Business Writing</u>	

Section 2
 TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input checked="" type="checkbox"/> Other BAS	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)
 INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4
 INTELLECTUAL COMPETENCIES:

<input checked="" type="checkbox"/> Reading	<input checked="" type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Analysis	<input checked="" type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input checked="" type="checkbox"/> Information Literacy	<input checked="" type="checkbox"/> Ethical Judgment	<input checked="" type="checkbox"/> Working Collaboratively

Section 5		
	LEARNING OUTCOMES	METHOD OF ASSESSMENT
•	Demonstrate content and organization of written communication	Writing Sample with Rubric
•	Understand the global and ethical issues related to business writing	Authentic Learning Tasks
•	Demonstrate the steps of the writing process	Writing Sample with Rubric
•	Recognize basic language arts	Examination
•	Develop a portfolio of business writing samples	E-Portfolio Review
•	Understand and apply technology tools	Authentic Learning Tasks
•	Demonstrate business writing skills	Writing Sample with Rubric
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Section 6
 Name of Person Completing This Form: Sheri Litt Date: 3/7/08